



THE

CONKLIN

CATALOG AND

SALES PLAN

FOR THE

OPENING OF SCHOOL



FALL & CHRISTMAS



THE CONKLIN PEN MANUFACTURING CO.



TOLEDO, OHIO
U. S. A.

Aug. 8, 1923

Mr. Dealer,

Seeking Profits.

New additions to the Conklin line of Pens and Pencils are illustrated in actual sizes and described in the accompanying catalog.

The revised Conklin line embodies the following, which should be made a part of your Opening of School and Fall stock. They mean greater profits for you.

A full line of both Crescent and Lever Filler Conklin fountain pens. These are obtainable in black chased or plain polished ebony models. Handsome red barrel pens with reinforced caps and the new midget line in black rubber, sterling silver, white, yellow and green gold.

These, combined with the complete line of Conklin Pencils in long length with clip, short and midget lengths with rings in silver plate, sterling silver, yellow, green and white gold, make it possible for you to satisfy the varied tastes of all your customers.

Then too, Conklin Utility Sets can be made up by the combining of matched designs of Pens and Pencils in the two standard lengths as well as in the new midget length, offer most excellent possibilities for profit for your store during the Opening of School, Fall and Holiday Season.

Full pages in the Saturday Evening Post appearing at frequent intervals beginning September 1, will assist you to make bigger and more profitable sales.

And next week you will receive a complete set of attractive window cards to identify your store with this advertising. Use them as suggested on page sixteen of the accompanying catalog. Conklin pages cut from the Saturday Evening Post can also be used in your window scheme in a very profitable manner.

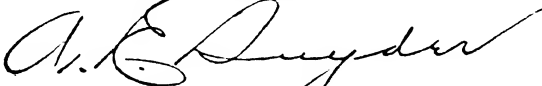
Conklin, with its varied and complete line, is the avenue to bigger sales - be prepared to get your share by placing your orders early.

Conklin field representatives are now booking orders for Opening of School, Fall and Christmas. See the new enlarged Conklin line before placing your order.

Your emergency requirements will be given prompt attention. Specify them on the accompanying order form and mail direct to our factory.

Yours truly,
THE CONKLIN PEN MFG. CO.

By


Ass't Sales Manager.

Conklin Sales and Advertising Plan

MR. DEALER: On the following pages you will get an idea of the magnitude of Conklin's full line of crescent and lever filler pens, automatic pencils, and utility sets for your Opening of School, Fall and Holiday business.

In adding a complete line of lever filler pens, we have maintained the same high standard of production and simplicity of construction that has characterized the progress of Conklin during the past quarter century.

All crescent filler and lever filler parts, except the barrels of the pens, are interchangeable.

Conklin advertising will appear in large space at frequent intervals in prominent national magazines throughout the fall and holiday seasons. A complete assortment of Window Display Cards that tie up with the national ads, will be sent to you in a few days.

The completeness of the Conklin line, together with the effective advertising, means greater sales to you.

THE CONKLIN PEN MANUFACTURING COMPANY

TOLEDO, OHIO

BOSTON

SAN FRANCISCO

CHICAGO

This is an exact reproduction
 of the full page Conklin ad
 that will appear in the Satur-
 day Evening Post, September
 First.

Other ads, equally as attrac-
 tive and effective, will appear
 at frequent intervals through-
 out the remainder of the year.

Oh Boy!

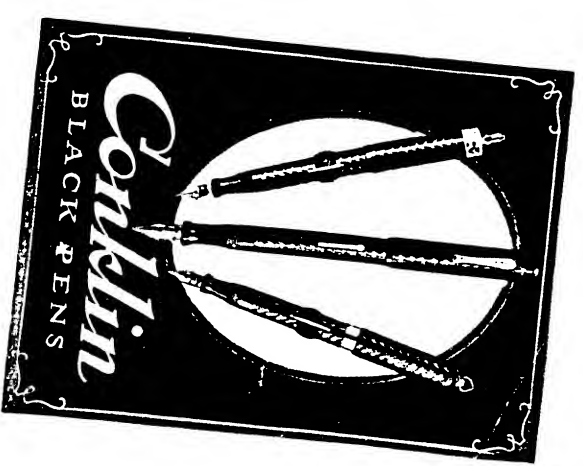
Conklin

"See what
 Daddy gave me
 to start the
 school days right"

Most exquisite in pen and pencil

The Pen \$6.00

The Pencil \$3.50



Here's "the opening of school" set of Conklin window cards that will be mailed to you in a few days

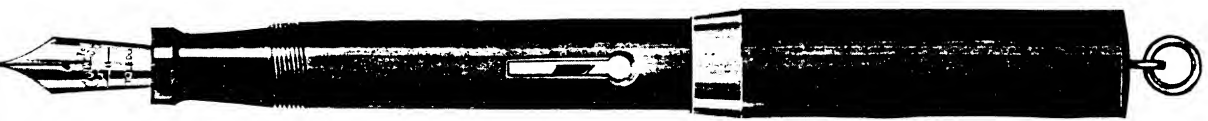
Conklin Red Pens

Six Models, \$5.25 Each

RED FOUNTAIN PENS have been added to the Conklin line at the request of thousands of dealers. Many similar requests have been received from consumers who know and appreciate the value of Conklin quality.

Materials and workmanship in this pen fully maintain the high standard that has always characterized Conklin production.

The gold band has been made a standard feature on all Conklin Red Pens, not only because it adds beauty to the holder, but because it strengthens the cap as well, thus reducing accidents and breakage.



4614PR



461RC



461PRC

Lever Filler Type

- Long length with Pocket Clip 461RC
- Short length with Pocket Clip 461PRC
- Long length with Ring Tip 4614PR
- Short length with Ring Tip 4614PRC



41PRC



41RC



414PR

Crescent Filler Type

- Long length with Pocket Clip 41RC
- Short length with Pocket Clip 41PRC
- Long length with Ring Tip 414PR
- Short length with Ring Tip 414PRC

Conklin

Black Pens

Crescent Filler Type

Long Length
Models



No. 25C
\$2.75



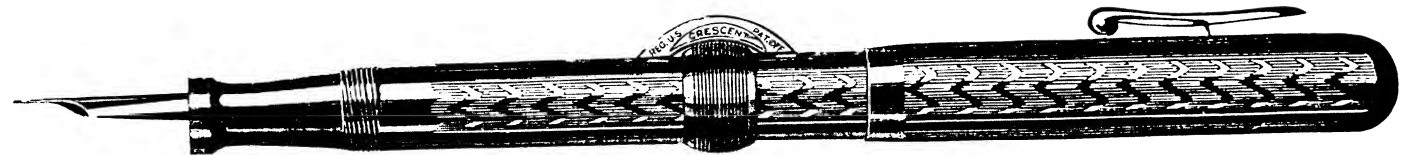
No. 20C
\$2.75



No. 30C
\$3.25



No. 40C
\$4.25



No. 50C
\$5.25



No. 75C
\$7.75

Conklin Gold Bands

CONKLIN GOLD BANDS add not only a distinctive note of fashion to the pen, but serve a definite purpose as well. They prevent splitting of caps, and insure a tighter grip when the cap is screwed on the barrel. Plain gold bands also permit the engraving of the owner's name or initials.

Quarter-inch Rolled Gold Band Plain Polished

This band can be supplied on any of the pens on the opposite page. By so doing, the prices and catalog numbers are changed as follows:

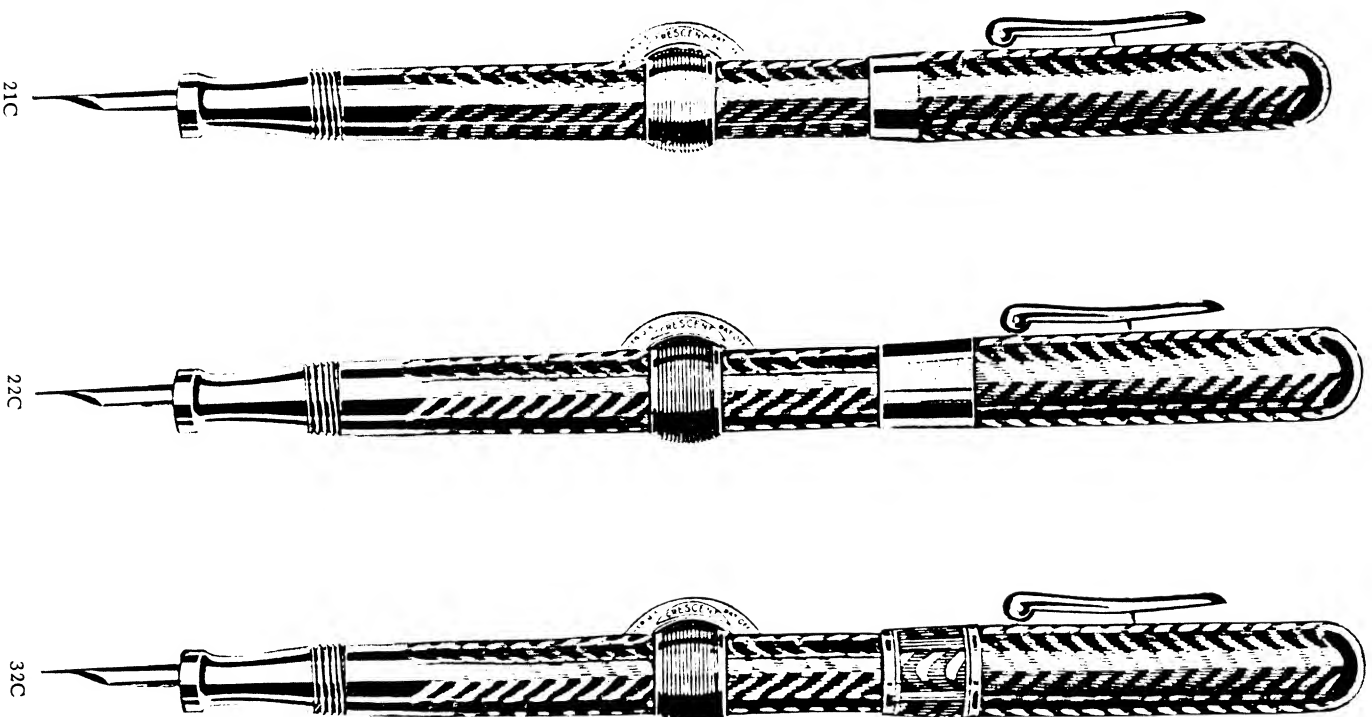
25C becomes 251C at.....	\$3.25
20C becomes 21C at.....	3.25
30C becomes 31C at.....	3.75
40C becomes 41C at.....	4.75
50C becomes 51C at.....	5.75
75C becomes 751C at.....	8.25

Half-inch Rolled Gold Band Plain Polished or Chased

Any pen on the opposite page, except the 25C can be obtained with either a half-inch plain or chased gold band. By so doing, the prices and catalog numbers are changed as follows:

20C becomes 22C at.....	\$3.75
30C becomes 32C at.....	4.25
40C becomes 42C at.....	5.25
50C becomes 52C at.....	6.25
75C becomes 752C at.....	8.75

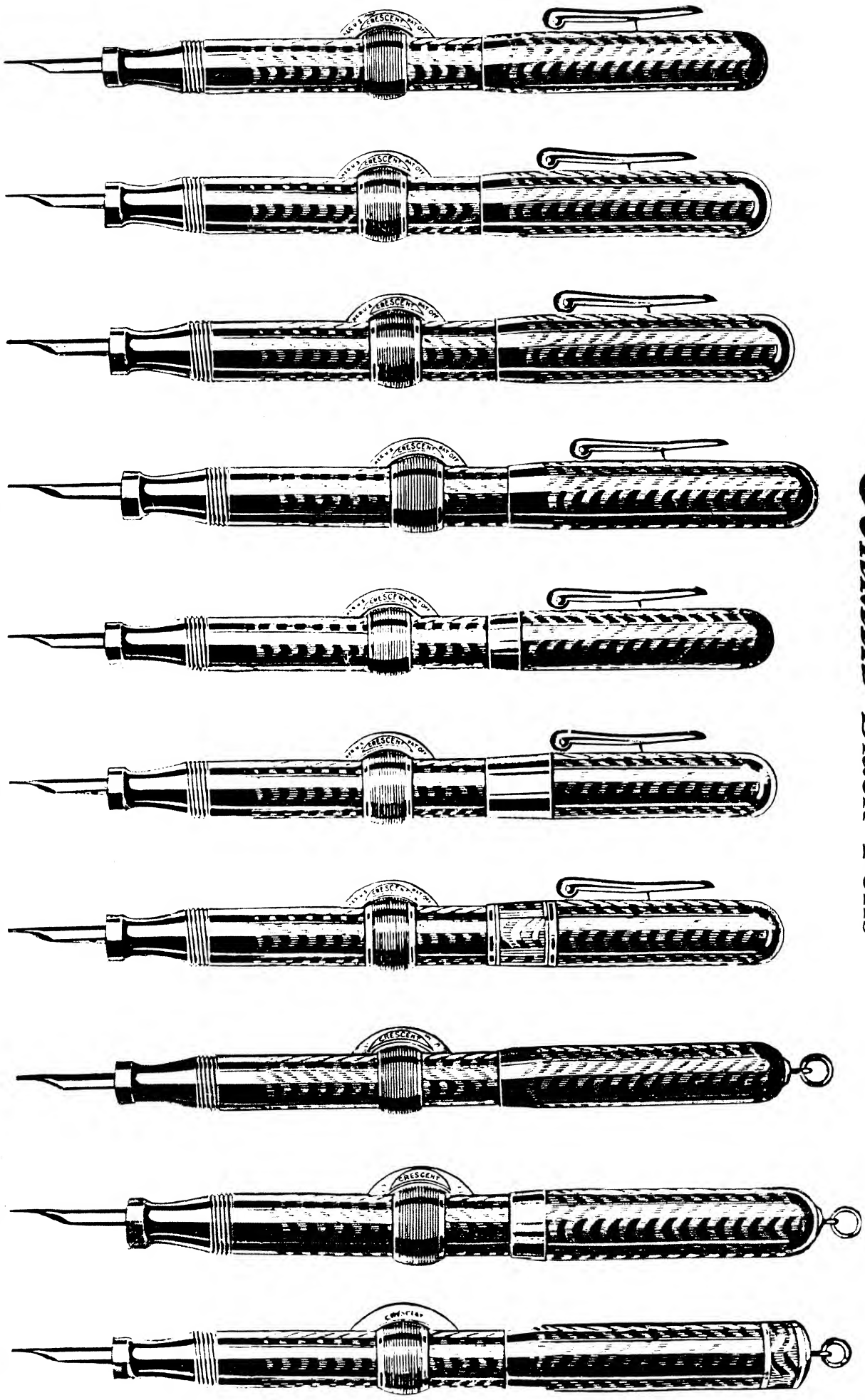
Plain, highly polished, black barrels, without chasing, furnished if desired.



Crescent Filler Type

Conklin Black Pens

Short Length Models



No. 25PC
\$2.75

No. 20PC
\$2.75

No. 30PC
\$3.25

No. 40PC
\$4.25

251PC

22PC

32PC

254P

2514P

23P

Ring Tip and Plain Polished Gold Band
25PC becomes 2514P at \$3.25
20PC becomes 214P at 3.25
30PC becomes 314P at 3.75

1/4-in. Plain Polished and Chased Gold Band on Cap
25PC becomes 251PC at \$3.25
20PC becomes 21PC at 3.25
30PC becomes 31PC at 3.75

Half-inch Plain Polished or Chased Gold Band on Cap
20PC becomes 22PC at \$3.75
30PC becomes 32PC at 4.25

The Ring Tip
23PC becomes 254P at \$2.75
20PC becomes 24P at 2.75
30PC becomes 34P at 3.25

The Chatelaine
25PC becomes 253P at \$3.50
20PC becomes 23P at 3.50
30PC becomes 33P at 4.00

Conklin

Black Pens

Lever Filler Type

Long Length

Quarter-inch Rolled Gold Band Plain Polished

This band can be supplied on any of the pens on this page. By so doing, the prices and catalog numbers are changed as follows:

26C becomes 261C at..... \$3.25
 46C becomes 461C at..... 4.75
 56C becomes 561C at..... 5.75
 756C becomes 7561C at..... 8.25

Half-inch Rolled Gold Band Plain Polished or Chased

Any pen on this page can be obtained with either a half-inch plain or chased gold band. By so doing, the prices and catalog numbers are changed as follows:

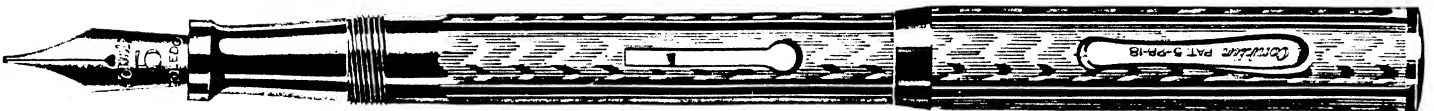
26C becomes 262C at..... \$3.75
 46C becomes 462C at..... 5.25
 56C becomes 562C at..... 6.25
 756C becomes 7562C at..... 8.75



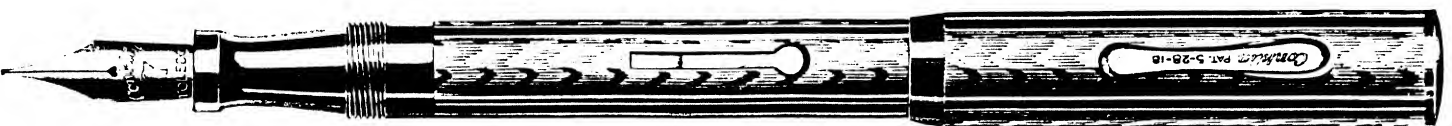
No. 26C
\$2.75



No. 46C
\$4.25



No. 56C
\$5.25



No. 756C
\$7.75



No. 261C

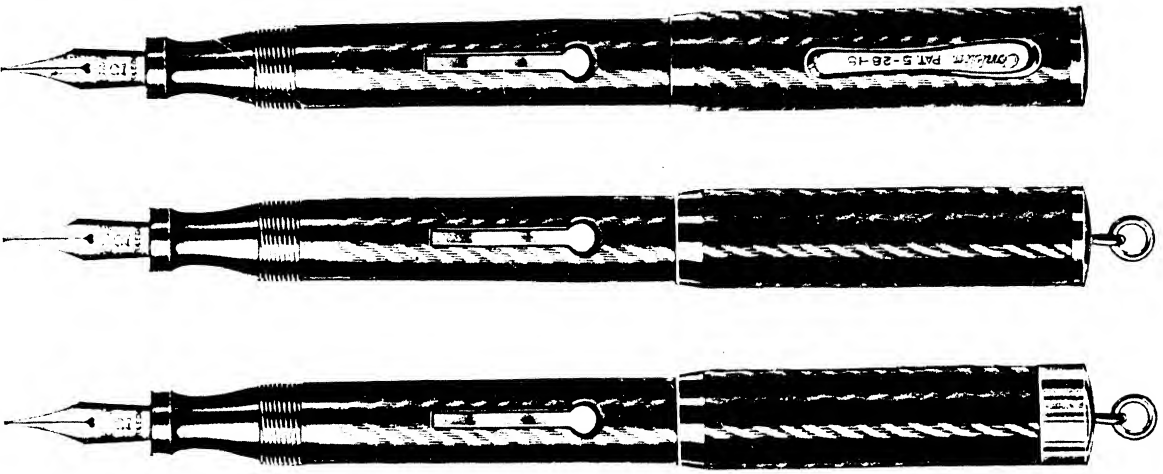


No. 262C



No. 7562C

Regular Models—Short Length



26PC
\$2.75

No. 264P
\$2.75

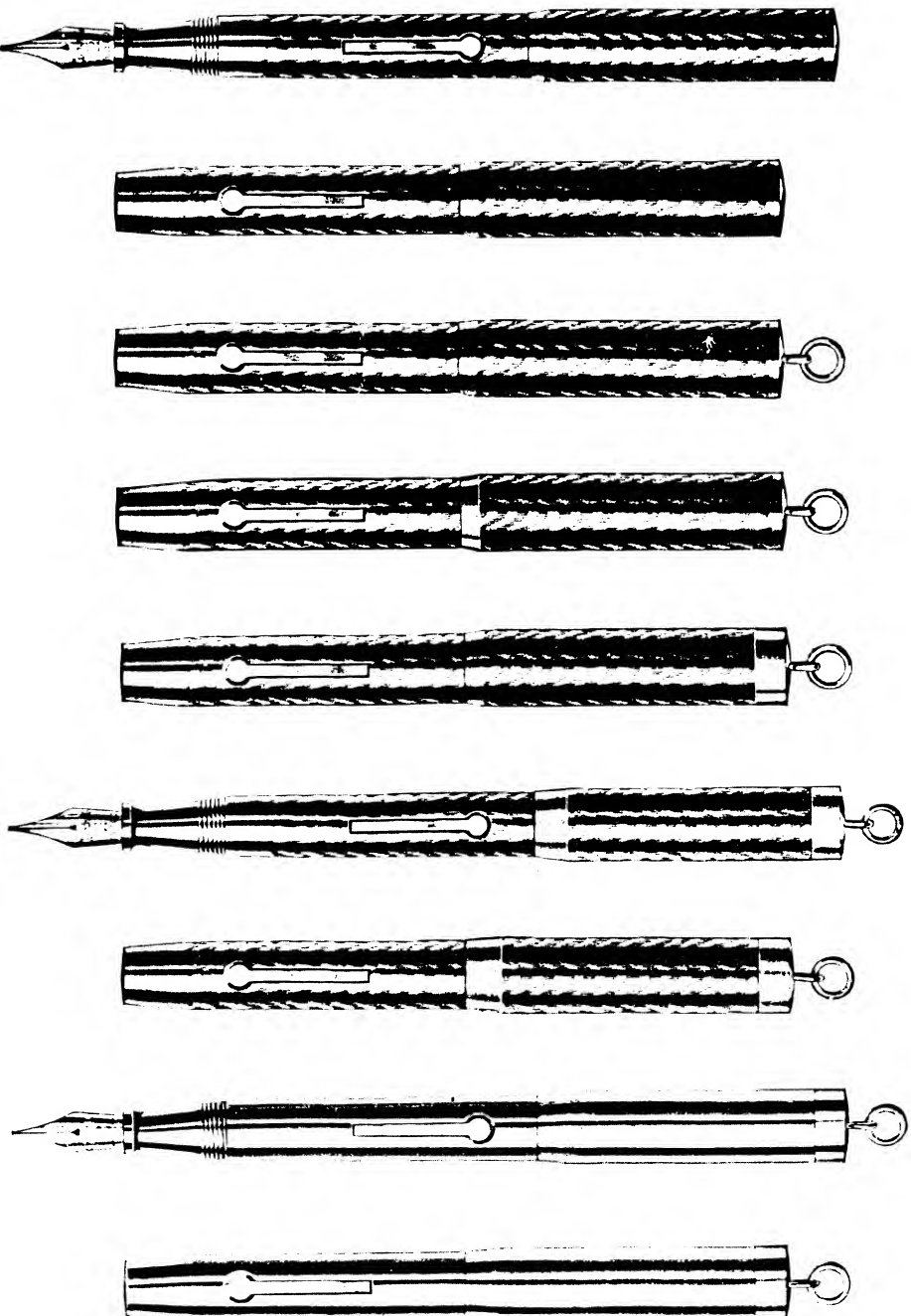
No. 263P
\$3.50

These pens also furnished with quarter-inch gold bands—50 cents extra. Half-inch gold bands \$1.00 extra.

Conklin Black Pens

Lever Filler Type

Midget Models—Actual Size



No. 256P
\$2.50

No. 2564P
\$2.75

No. 25614P
\$3.25

No. 2563P
\$3.50

No. 25613P
\$4.00

No. 25613K
\$5.00

The 25613K is equipped with 14 Karat Solid Gold, Chatelaine tip, band and filler.

Conklin Midget Metal Pens

White, Green and Yellow Gold, and Sterling Silver

This pen closed is $3\frac{1}{2}$ inches in length. Midget Models in all metal barrels are equipped with a special No. 2 nib and cannot be equipped with the No. 2 nib which is supplied in our regular No. 20 line.

Sterling Silver

Crescent Filler	Lever Filler	
220PB	226PB	Basketweave..... \$5.00
220PE	226PE	Colonial..... 5.00
220PV	226PV	"V" Design..... 5.00

Yellow Gold

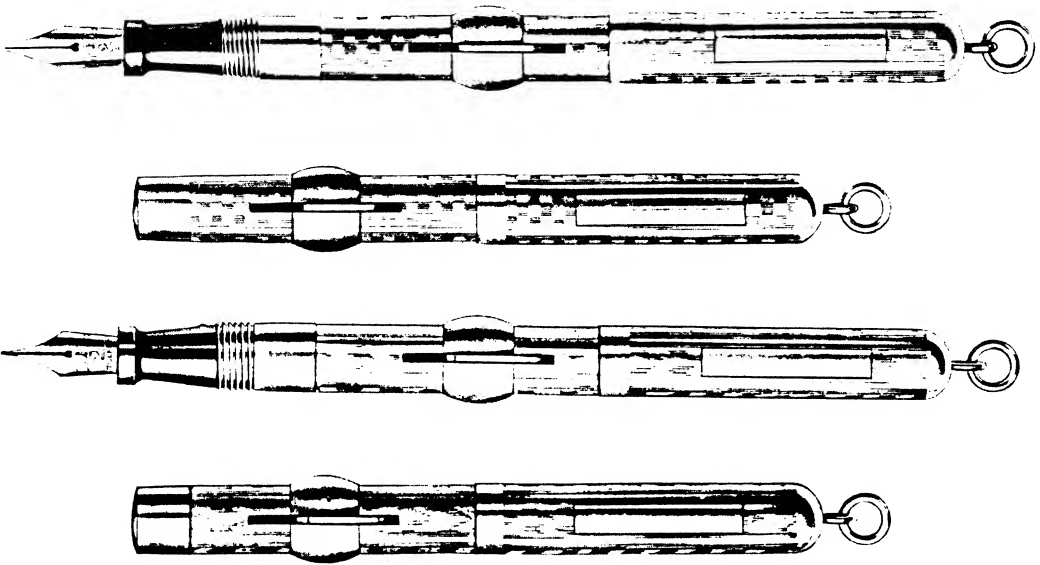
221PB	227PB	Basketweave..... \$5.00
221PE	227PE	Colonial..... 5.00
221PV	227PV	"V" Design..... 5.00

Green Gold

222PB	228PB	Basketweave..... \$5.50
222PE	228PE	Colonial..... 5.50
222PV	228PV	"V" Design..... 5.50
222PH	228PH	Engine Turned..... 6.50
222PK	228PK	Engine Turned..... 6.50

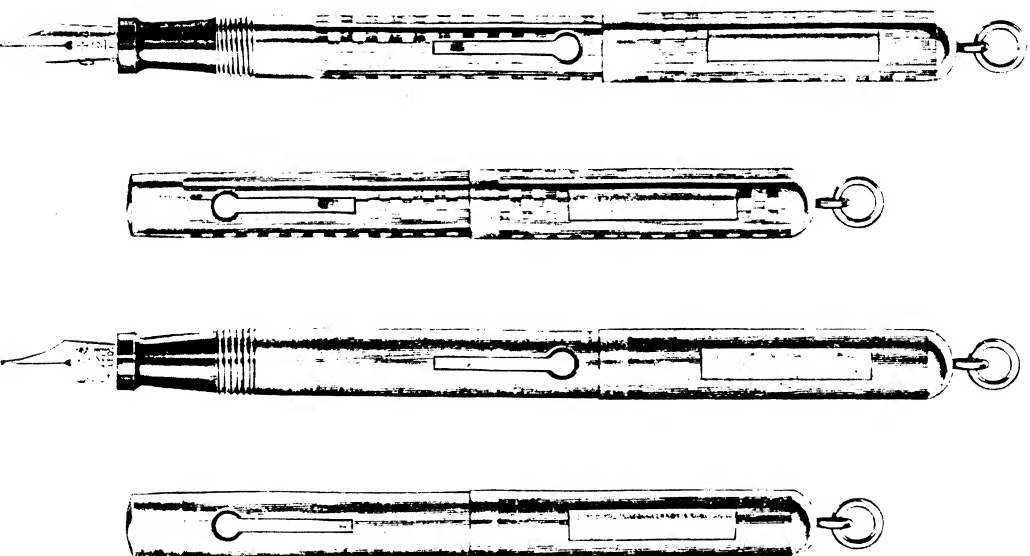
White Gold

223PD	229PD	Diamond..... \$6.50
223PK	229PK	Engine Turned..... 6.50



No. 221PB

No. 221PV



No. 227PB

No. 227PE

Crescent Filler Type

Lever Filler Type

Conklin Metal Pens

Crescent Filler Type

Long and Medium Lengths

White, Green and Yellow Gold and Sterling Silver

Sterling Silver

320B	Basketweave.....	Long length.....	\$6.00
320E	Colonial.....	"	6.00
320V	"V" Design.....	"	6.00
320PB	Basketweave.....	Short length.....	6.00
320PE	Colonial.....	"	6.00
320PV	"V" Design.....	"	6.00

Yellow Gold

321B	Basketweave.....	Long length.....	\$6.00
321E	Colonial.....	"	6.00
321V	"V" Design.....	"	6.00
321PB	Basketweave.....	Short length.....	6.00
321PE	Colonial.....	"	6.00
321PV	"V" Design.....	"	6.00
421B	Basketweave.....	Long length.....	7.50
421E	Colonial.....	"	7.50
421V	"V" Design.....	"	7.50

Green Gold

322B	Basketweave.....	Long length.....	\$6.50
322E	Colonial.....	"	6.50
322V	"V" Design.....	"	6.50
322H	Engine Turned.....	"	7.50
322K	Engine Turned.....	"	7.50
322PB	Basketweave.....	Short length.....	6.50
322PE	Colonial.....	"	6.50
322PV	"V" Design.....	"	6.50
322PH	Engine Turned.....	"	7.50
322PK	Engine Turned.....	"	7.50
422B	Basketweave.....	Long length.....	8.00
422E	Colonial.....	"	8.00
422V	"V" Design.....	"	8.00
422H	Engine Turned.....	"	9.00
422K	Engine Turned.....	"	9.00

White Gold

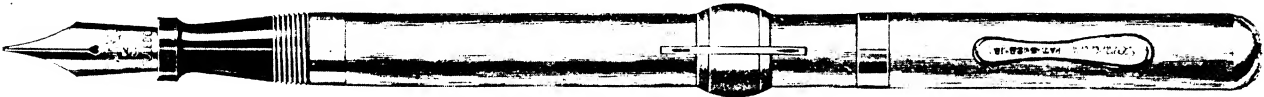
323D	Diamond.....	Long length.....	\$7.50
323K	Engine Turned.....	"	7.50
323PD	Diamond.....	Short length.....	7.50
323PK	Engine Turned.....	"	7.50
423D	Diamond.....	Long length.....	9.00
423K	Engine Turned.....	"	9.00



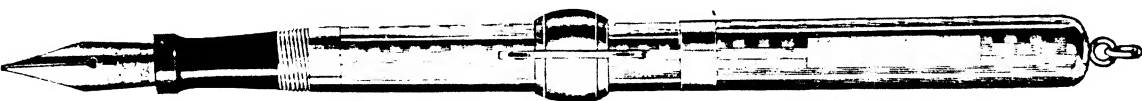
No. 321B



No. 320PV



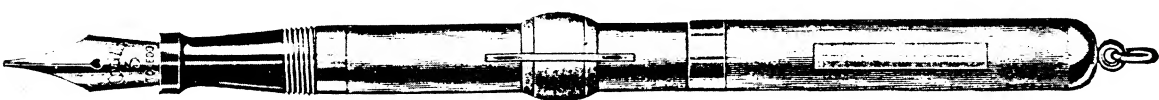
No. 322E



No. 322PB



No. 320V



No. 321PE

Conklin Metal Pens

Lever Filler Type

Long and Medium Lengths

White, Green and Yellow Gold and

Sterling Silver

Sterling Silver

326B	Basketweave	Long length	\$6.00
326E	Colonial	"	6.00
326V	"V" Design	"	6.00
326PB	Basketweave	Short length	6.00
326PE	Colonial	"	6.00
326PV	"V" Design	"	6.00

Yellow Gold

327B	Basketweave	Long length	\$6.00
327E	Colonial	"	6.00
327V	"V" Design	"	6.00
327PB	Basketweave	Short length	6.00
327PE	Colonial	"	6.00
327PV	"V" Design	"	6.00
427B	Basketweave	Long length	7.50
427E	Colonial	"	7.50
427V	"V" Design	"	7.50

Green Gold

328B	Basketweave	Long length	\$6.50
328E	Colonial	"	6.50
328V	"V" Design	"	6.50
328H	Engine Turned	"	7.50
328K	Engine Turned	"	7.50
328PB	Basketweave	Short length	6.50
328PE	Colonial	"	6.50
328PV	"V" Design	"	6.50
328PH	Engine Turned	"	7.50
328PK	Engine Turned	"	7.50
428B	Basketweave	Long length	8.00
428E	Colonial	"	8.00
428V	"V" Design	"	8.00
428H	Engine Turned	"	9.00
428K	Engine Turned	"	9.00

White Gold

329D	Diamond	Long length	\$7.50
329K	Engine Turned	"	7.50
329PD	Diamond	Short length	7.50
329PK	Engine Turned	"	7.50
429D	Diamond	Long length	9.00
429K	Engine Turned	"	9.00



No. 327V



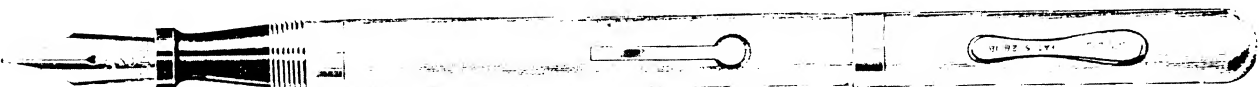
No. 326PE



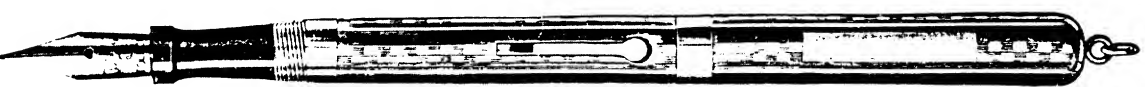
No. 328B



No. 328PV



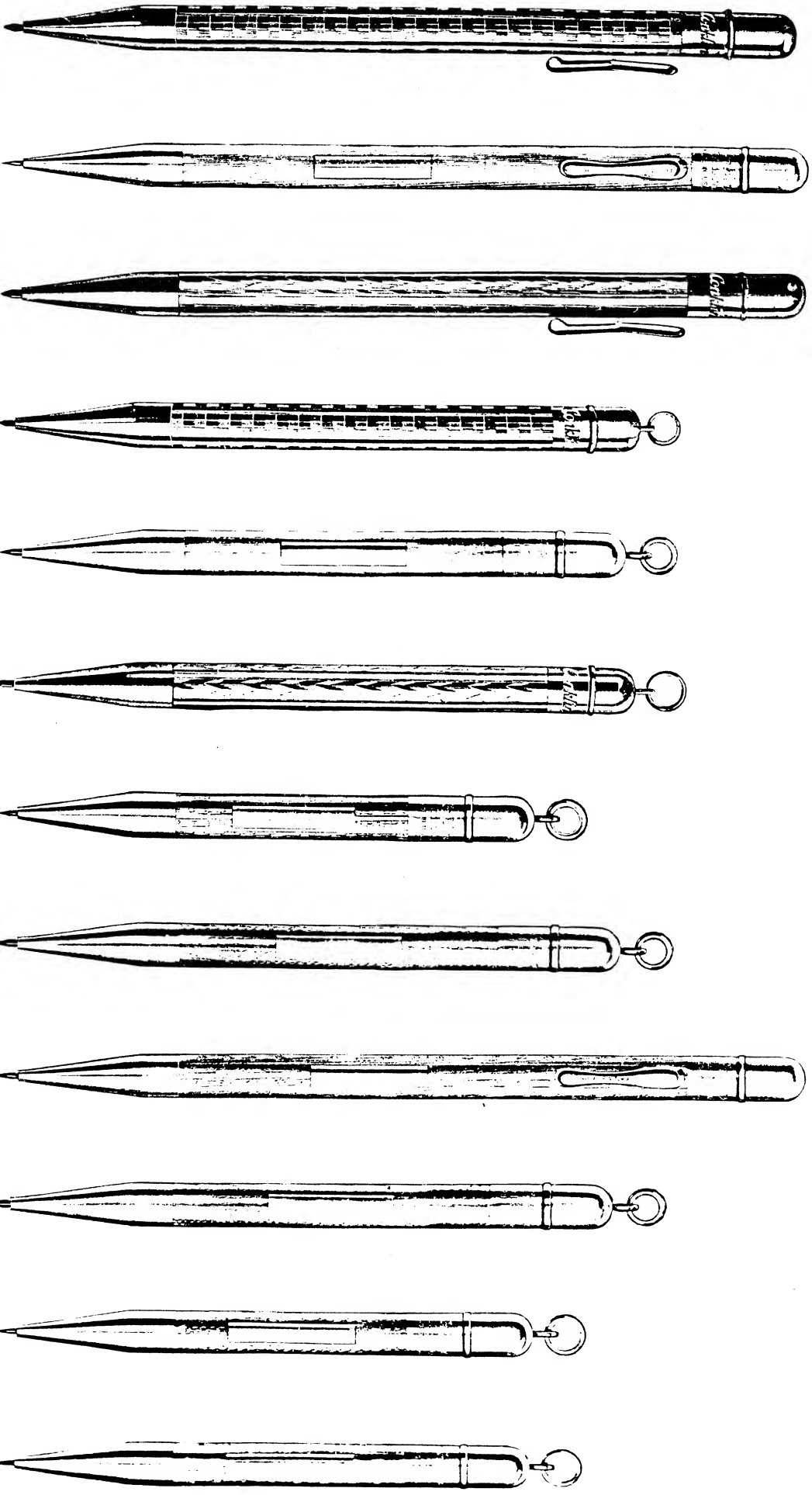
No. 326E



No. 327PB

Conklin Automatic Pencils

White, Green and Yellow Gold



Yellow Gold

4B Basketweave . . .	\$3.50	4EM Colonial	\$3.50
4BS Basketweave . . .	3.50	4V "V" Design	3.50
4BM Basketweave . . .	3.50	4VS "V" Design	3.50
4E Colonial	3.50	4VM "V" Design	3.50
4ES Colonial	3.50		

Green Gold

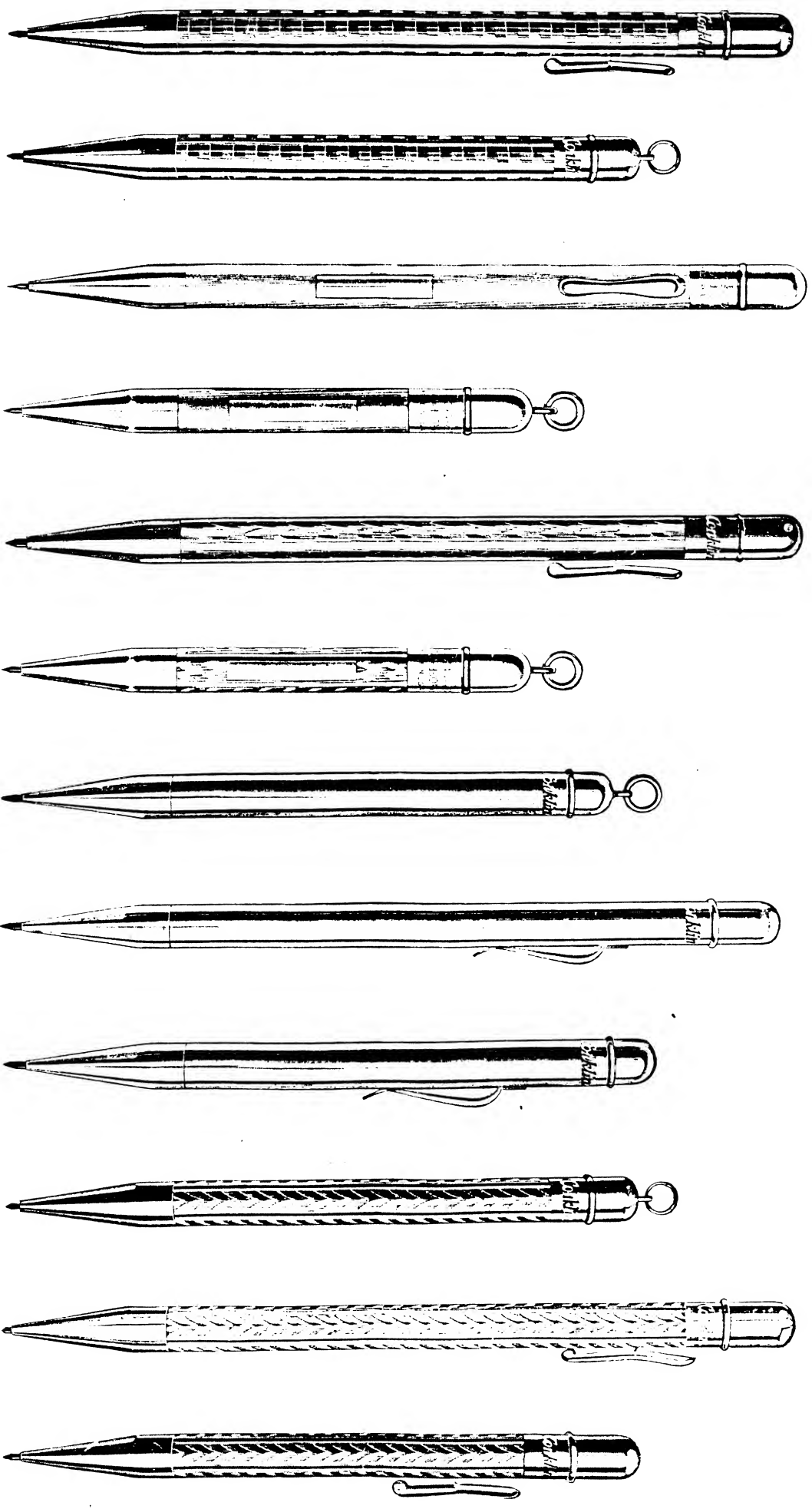
5B Basketweave . . .	\$4.00	5EM Colonial	\$4.00
5BS Basketweave . . .	4.00	5V "V" Design	4.00
5BM Basketweave . . .	4.00	5VS "V" Design	4.00
5E Colonial	4.00	5VM "V" Design	4.00
5ES Colonial	4.00	5H Engine Turned	5.00
		5HS Engine Turned	\$5.00
		5HM Engine Turned	5.00
		5K Engine Turned	5.00
		5KS Engine Turned	5.00
		5KM Engine Turned	5.00

White Gold

6D Diamond	\$5.00	6K Engine Turned	\$5.00
6DS Diamond	5.00	6KS Engine Turned	5.00
6DM Diamond	5.00	6KM Engine Turned	5.00

Conklin Automatic Pencils

Sterling Silver and Silver Plate



- No. 2B
- No. 2BS
- No. 2E
- No. 2EM
- No. 2V
- No. 2VM
- No. OS
- No. O
- No. OSC
- No. IVS
- No. IV
- No. IVSC

2B Basketweave . . . \$3.00
 2BS Basketweave . . . 3.00
 2BM Basketweave . . . 3.00

2E Colonial . . . \$3.00
 2ES Colonial . . . 3.00
 2EM Colonial . . . 3.00

2V "V" Design . . . \$3.00
 2VS "V" Design . . . 3.00
 2VM "V" Design . . . 3.00

Sterling Silver

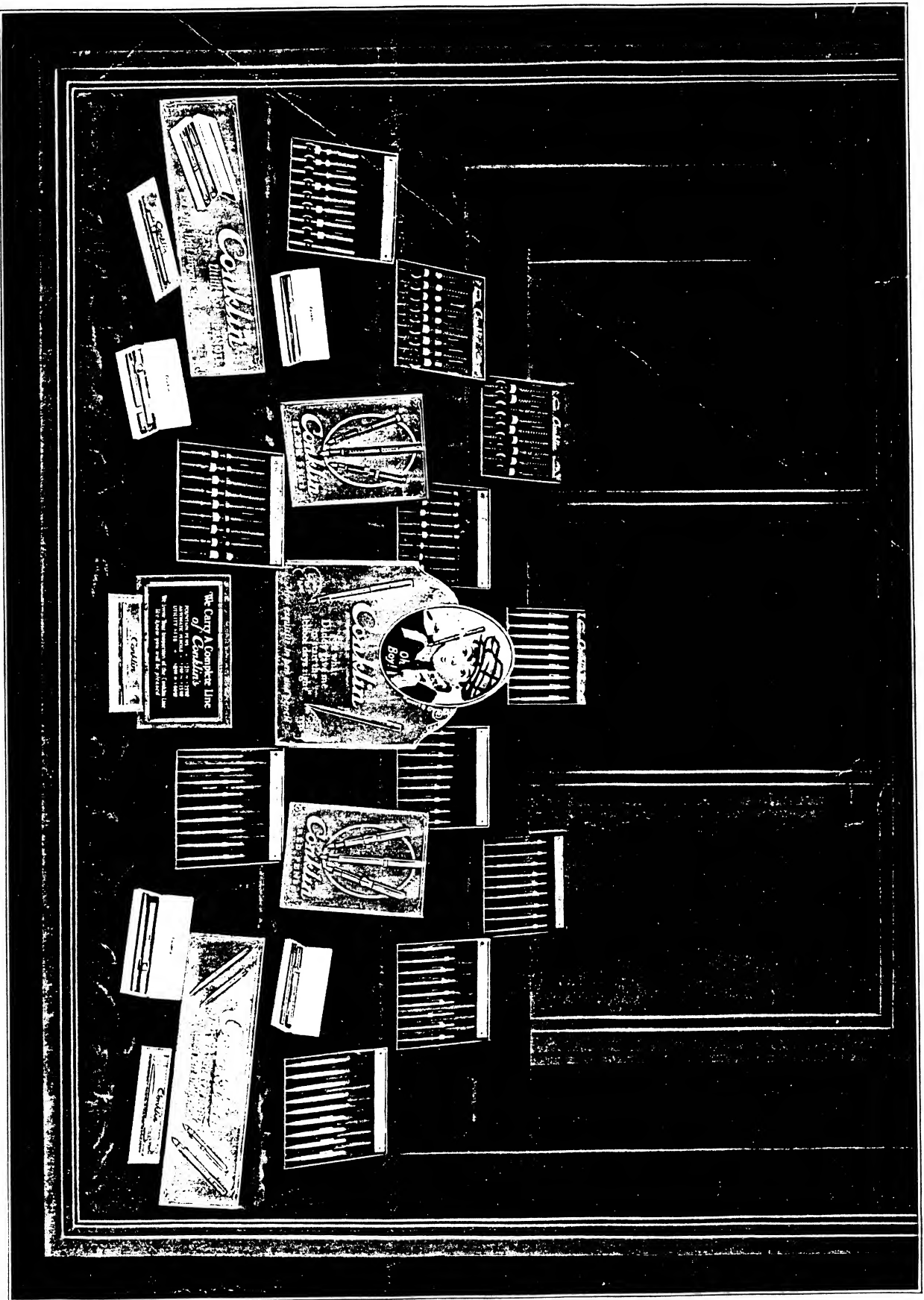
Silver Plate

O . . . \$1.00
 IV . . . 1.50

OS . . . \$1.00
 IVS . . . 1.50

OSC . . . \$1.00
 IVSC . . . 1.50

How to Get the Most Out of Conklin Window Displays



HERE'S a suggestion for a complete Conklin window trim. Combine this thought with your own ideas and use the display to capitalize on the Conklin advertising in the National magazines. Conklin ads will appear frequently in the midst of the big buying

season—the time that brings bigger sales and greater profits to your store. Save these cards. Use them frequently. A companion card will be sent to you to use with this complete set in your Christmas window.